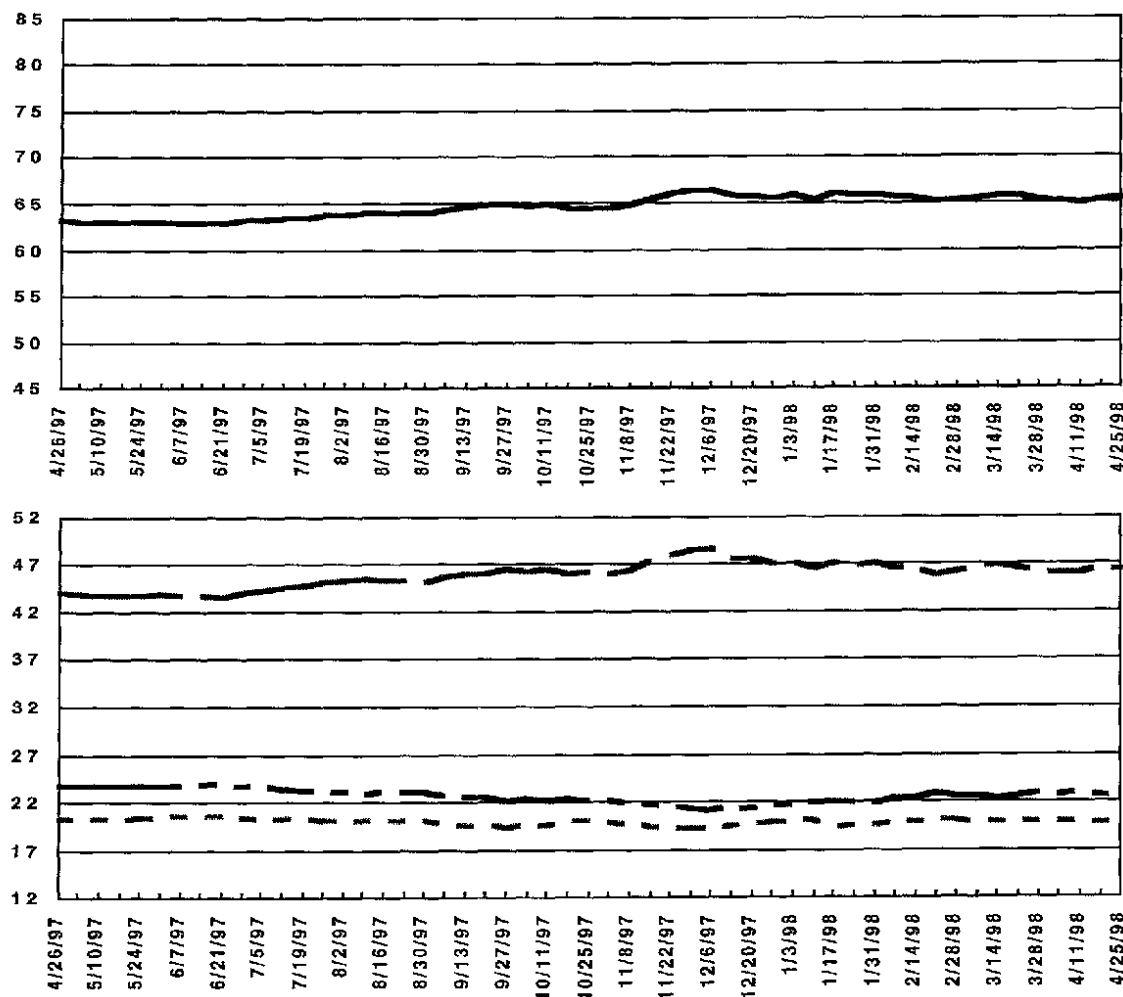


# WALMART (R. Webster) THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	65.69	65.52	64.19	65.13	0.94
Marlboro	46.68	46.44	45.54	45.69	0.15
OPB	8.48	8.29	8.66	8.52	-0.14
Basic	7.47	7.67	6.52	7.86	1.34
R. J. Reynolds	19.58	19.61	20.01	19.81	-0.19
Camel	3.43	3.50	3.42	3.57	0.15
Winston	5.03	4.99	4.96	5.00	0.05
Doral	5.82	5.93	5.94	5.92	-0.02
B&W	10.29	10.37	11.30	10.55	-0.76
GPC	3.53	3.58	3.85	3.66	-0.20
Lorillard	4.21	4.27	4.21	4.28	0.07
Newport	3.34	3.39	3.17	3.40	0.23
Liggett Group	0.08	0.08	0.09	0.08	0.00
Premium	77.64	77.22	77.21	77.00	-0.21
Private Label	0.73	0.69	1.09	0.70	-0.38
Avg Ind CPW	639.69	623.12	678.81	618.36	-60.45
Avg PM CPW	420.20	408.28	435.72	402.73	-33.00
Avg Marl CPW	298.61	289.39	309.13	282.50	-26.63
# of Stores	2349	2349	2345	2349	4

Source: STARS Store Level Data  
Includes Discount, Supercenters and Sam's  
Leadership Accounts Package

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